Broadcasting Jan 28

Reaching over 117,000 readers every week — 60th Year 1991

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Programing for kids...bill; 'Economic reality' programing is on rise in tough times

RADIO/ 32
CBS drops newscasts, reduces staff of Spectrum Radio Network

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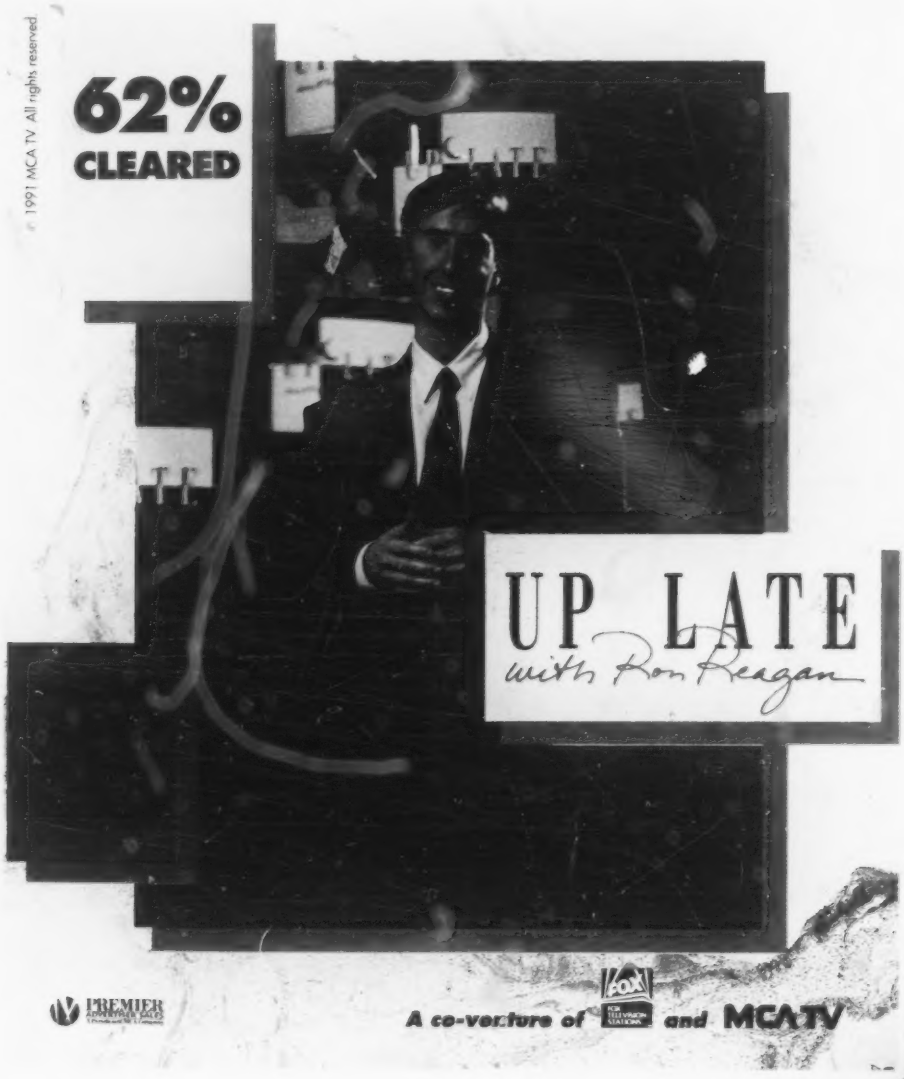
SATELLITE / 54
Satellite convention focuses on programing, piracy and compression



Vol. 120 No. 4

WEEK TWO AT WAR
Around the world with broadcasting and cable

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THIS WEEK

19 / BUSINESS NOT QUITE AS USUAL

Leading broadcasting industry figures say the Persian Gulf war is beginning to have its affect on day-to-day business life. Advertising sales have dropped, and the networks may soon reanalyze plans for capital spending for 1991. Air travel plans are being reconsidered by some companies. The impact, so far, has not been dramatic, but that could change if it is a long war.

22 / THE WAR THROUGH KHAKI-COLORED GLASSES

There was friction between the Pentagon and reporters last week over the military's pool coverage rules in Saudi Arabia. No reports have been censored, but some have been delayed for several hours for a "security review."

23 / RATINGS BOOST

CNN has enjoyed its highest ratings and praise for its coverage of the war, while at the same time stirring up controversy for its apparent compliance with Iraqi censorship. The attention is likely to pay off in increased long-term viewership for CNN although the network will have to work at maintaining that momentum.

25 / NETWORK STRUGGLE

Most of the TV networks lost money televising NFL games in the first year of their four-year contracts. However, the bottom line was better than the weak ad market might have suggested.

The week's images: Among the most striking war pictures seen on TV screens last week were the bombing of Baghdad (upper left); a captured U.S. airman, believed to have been tortured (upper right); an Israeli survivor of a Scud missile attack (lower left), and President Bush speaking to the nation on Wednesday night.

27 / REGULATOR FRIENDLY

Syndicators are pitching new live-action children's shows for their prosocial as well as entertainment value. The new shows have been introduced in reaction to new federal laws calling for closer FCC scrutiny of children's programing.

28 / ECONOMICAL PROGRAMING

Cost-cutting, including limiting the number of pilots for fall development and focusing on half-hour shows, seems to be the guiding force behind program development for the 1990's.

32 / SPECTRUM SPACES

Effective March 4, the CBS Radio Networks will implement some programing and news changes at its Spectrum Radio Network. Among them: the elimination of formal newscasts from the on-air product and a reduction of Spectrum's and CBS Radio's newsroom staff.

33 / LOCALIZED WAR COVERAGE

News and talk radio stations are covering the war in the Middle East with a focus on events in the Persian Gulf as well as the concerns of their audiences back home. According to one radio executive: "This story was made for radio.... Despite TV's satellite or microwave link-ups, radio can place a call to anywhere in the world and put a reporter on live." Another factor to consider: the "permeating issues of the war" have drawn new listeners to AM.

37 / CNN SHADOW

CNN's coverage of events in the Persian Gulf over the past couple of weeks has produced more than just praise. Some operators are also reporting a sharp increase in requests to subscribe to cable.

38 / CABLE TOUR

CNN and its war reporting coup was the main attraction at the cable portion of the Television Critics Association press tour. Other highlights: FNN executives should know which bid or bids would be accepted for the sale of the financial news channel by today (Jan. 28); Lifetime unveiled two new series, and HBO said that Richard Dreyfuss will star in and produce *Prisoner of Honor*, an HBO Pictures Presentation. Additionally, Showtime has signed 11 comedians to exclusive one-year contracts for new specials.

42 / FOX REACH

The success of Fox Broadcasting can be traced to its programing breakthroughs. However,

much of the company's expected profitability in the current and subsequent fiscal years could also be attributed to increased station clearances and cable carriage of existing affiliates.

43 / FRIES LOOKS FOR EQUITY

Fries Entertainment has joined the list of companies looking for more equity to combat rising production costs and growing debt. The medium-sized production company of made-for-TV movies, mini-series and theatrical/home video productions has retained investment bank Furman Selz to help secure equity. Possibilities include a merger or sale of Fries or joint production ventures with other companies.

48 / CHALLENGING THE CHILDREN'S ACT

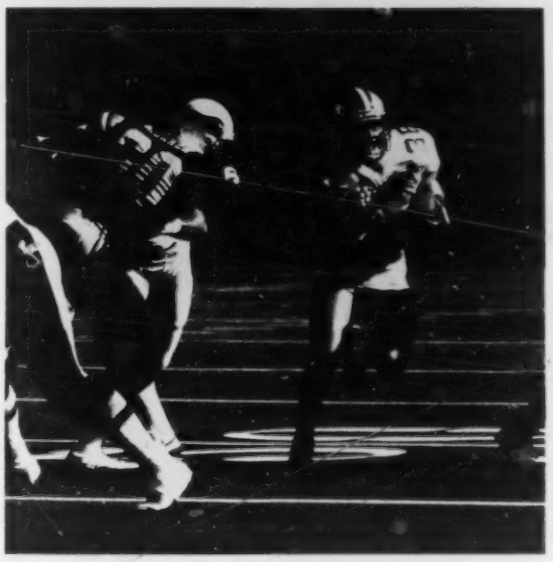
Declaring the Children's Television Act of 1990 a violation of the First Amendment, the Radio-Television News Directors Association and other media organizations have called on the FCC to implement the law in the "least restrictive" manner and to assert that spectrum scarcity and public trustee rationales no longer justify program-content regulation.

49 / LICENSE REVOKED

An FCC administrative law judge has pulled the license of WKSP(AM) Kingstree, S.C., citing the 1987 drug trafficking conviction of the station's principal owner, Gregory Knop. The latter says the ex post facto ruling is unfair.

52 / INDUSTRY NORM?

Ampex Corp. has revealed new products tied to its long-term sales strategy to promote construction of component digital TV production studios in the next three to five years. In the meantime, Ampex will introduce a series of devices designed to fit easily and inexpensively into current composite analog plants.



Most of TV networks lost money televising NFL games (page 25).

53 / OPPOSITE SIDES

The cable television industry and local telephone companies have emerged as adversaries in comments to the FCC on proposed new personal communications services (PCS). While the local exchange carriers (LEC) are seeking spectrum allotments to implement PCS in their separate exchange areas, cable groups are seeking to exclude the LEC from the new service completely.

54 / EPITAPH FOR PIRACY?

Will 'smart card' and/or digital video technology end satellite signal theft and bring law and order to home dish subscription TV by the end of 1991? As proponents of new services and technologies—including video compression systems by DigiCipher and SkyPix—displayed their wares during last week's SBCA trade show in Las Vegas, nearly 3,000 attendees heard their first programer chairman say that piracy unchecked could "wipe out" their long term role in the entertainment industry.

58 / EXPERT OPINION

The practice of using experts to describe events in the Middle East to network audiences came under fire at a Gannett Foundation Media Center conference in New York, where at least one veteran network correspondent said such analysis should be left to reporters.

60 / RENEWED MISSION

More than 3,000 Christian broadcasters, many of them from abroad, are gathering in Washington this week under the banner "Declaring His Glory to All Nations." Hoping to hear President George Bush address the gathering Jan. 28, the National Religious Broadcasters Association expects to re-emphasize its "reason for being."

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RATINGS ROUNDUP

CBS won the prime time ratings race for the week ended Jan. 20. To say the least, it was an extraordinary television week, filled with regular program preemptions and news specials to cover events surrounding the breakout of war in the Middle East. Contributing greatly to CBS's victory was its coverage of the National Football Conference's championship game, which was decided by a field goal on the final play of the game to give the New York Giants a 15-13 victory over the San Francisco 49ers on Sunday, Jan. 20. The game was the top rated program of the week, averaging a 36.9/56 in prime time. For the week, the network prime time averages were: CBS: 13.5/21; ABC, 13.2/20; NBC, 12.1/19.

Week 18 **Jan. 14, 1990–Jan. 20**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	27.2/40	C	60 Minutes
2		26.2/41	C	NFC Champ. Postgame
3	▲	19.6/28	A	Roseanne
4		18.8/27	C	Murder, She Wrote
5		18.1/27	A	News Special
6	▼	18.0/27	C	Designing Women
6	▼	18.0/27	C	Murphy Brown
8	▲	17.2/26	N	Matlock
9		16.1/22	A	Special Report-8:00
10	▲	16.0/24	N	Heat of the Night
11	▼	15.8/27	N	Golden Girls
12	▲	15.5/24	A	Who's the Boss?
13	▲	15.4/24	A	Movie: Jenny
14	▼	15.3/25	A	Family Matters
15	▼	15.2/25	A	Full House
15		15.2/22	N	Amer. At War
17		15.1/24	C	Lonesome Dove, Pt.1
17		15.1/25	N	Empty Nest
19	▲	14.9/22	A	Coach
20	▲	14.8/22	A	Movie: Raiders/Lost Ark
21	▼	14.5/21	A	Amer. Funniest Videos
22	▼	14.2/21	C	Major Dad
23		14.1/21	A	Gulf War Day 2
24	▲	13.8/21	N	Fresh Prince of Bel Air
24	▲	13.8/20	A	Head of the Class
26	▼	13.4/20	C	Rescue: 911
27		13.3/19	N	America At War
28	▲	13.1/21	N	Dark Shadows,Pt.2
29	▲	12.9/22	N	Law and Order
30		12.6/19	C	War In The Gulf
31	▲	12.4/18	N	Blossom
31	▼	12.4/20	A	Perfect Strangers
33	▼	12.3/18	C	Evening Shade
33	▼	12.3/19	N	Marked For Murder
35		11.9/20	N	Carol & Company
36		11.7/18	N	T. Brokow Spec.
37		11.6/17	C	War In The Gulf-Thurs.
38	▲	11.5/18	C	Movie: The Presidio
38	▼	11.5/21	A	20/20
40		11.4/18	N	Cheers Spec.
40		11.4/20	N	Dear John
42		11.0/18	C	War In The Gulf-Fri.
43	▲	10.8/15	N	Exposé
44	▲	10.6/18	N	Amen
44	▼	10.6/17	A	Going Places
44	▼	10.6/15	F	Married...With Children
47	▼	10.5/17	C	Trials Of Rosie O'Neill
48	▼	10.3/17	C	Dallas
49		10.2/15	N	News Spec. Report
50	▲	9.7/16	N	Fanelli Boys
51		9.4/16	C	Grand Ole Opry Anniv.
52		9.2/15	N	Cosby Show Special
53	▼	9.0/13	F	The Simpsons
53		9.0/16	C	War In The Gulf-Sat.
53		9.0/15	N	Wings Special
56	▼	8.9/13	F	In Living Color
57		8.5/14	A	thirtysomething
58	■	8.2/14	N	Dark Shadows
59	▼	7.9/14	A	Young Riders
60	▲	7.8/11	F	Get A Life
61		7.7/12	N	A Different World Spec.
62		7.4/13	C	Sons & Daughters
63	▲	6.9/10	N	Real Life/J. Pauley
64		6.8/11	A	MacGyver Spec.
65	▲	6.6/12	A	Twin Peaks
66	▲	6.3/9	F	Good Grief
66	▲	6.3/9	F	Parker Lewis
68	▲	6.1/10	F	Cops 2
69	▲	5.9/8	F	Babes
70		5.8/9	A	World Of Discovery
70	▲	5.8/8	F	Beverly Hills, 90210
72	▲	5.2/8	F	America's Most Wanted
72	▲	5.2/9	F	Cops
74	▲	4.9/9	F	Totally Hidden Video
75	▲	4.5/7	F	True Colors
76	▲	4.2/7	F	Comic Strip Live
77	▲	4.1/7	F	Haywire
78	▲	2.8/5	F	Against The Law

FREEZE FRAMES: Syndication Scorecard * **Week ended Jan. 13**

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	15.8	221	98
2	Jeopardy! (King World)	14.1	214	97
3	Star Trek: Next Generation (Paramount)	12.2	234	98
4	Oprah Winfrey (King World)	11.1	217	96
5	Entertainment Tonight (Paramount)	9.7	184	96
6	Cosby Show (Viacom)	9.5	204	98
7	Current Affair (20th Century Fox TV)	8.5	190	95
8	Wheel of Fortune, wknd. (King World)	8.3	180	84
9	Donahue (Multimedia)	7.4	228	98
10	Inside Edition (King World)	6.6	127	79
11	Star Search (TPE)	5.6	174	96
12	Hard Copy (Paramount)	5.4	167	91
12	21 Jump Street-syn. (Cannell)	5.4	127	92
14	Entertainment Tonight-Wknd (Paramount)	5.1	185	95
14	Tale Spin (Buena Vista)	5.1	171	96

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

■ **WPGH-TV Pittsburgh, Pa.** □ Sold by Renaissance Communications Corp. to Sinclair Broadcasting for approximately $55 million (BROADCASTING, Jan.21, 1991). Station was purchased in 1989 for $32 million. **Seller** is headed by Michael Finkelstein, and owns KTXL(TV) Sacramento, Calif. (Fox); WTXX(TV) Hartford, Conn.; WDZL(TV) Miami, and WPMT(TV) Harrisburg, Pa. (Fox). **Buyer** is headed by David D. Smith, and has agreement to sell co-located WPTT-TV. Sinclair Broadcasting also owns Fox stations WBFF(TV) Baltimore and WTTE(TV) Columbus, Ohio. WPGH is Fox affiliate on ch. 53 with 2338 kw vis. and 233.8 kw aur. with antenna 995 feet above average terrain. Broker: Communications Equity Associates.

■ **WCFT-TV Tuscaloosa, Ala.** □ Sold by Beacon Broadcasters Ltd., debtor in possession, to Federal Broadcasting Co. for $7.5 million cash at closing. **Seller** is headed by Robert L. Gilbertson and Duncan Fraser, and is licensee of WDAM-TV Laurel/Hattiesburg, Miss., and KYEL-TV Yuma, Ariz. Gilbertson and Duncan also have interests in Beacon Communications Corp., which owns WPBN-TV-WTOM-TV Inc., licensee of WPBN-TV Traverse City and WTOM-TV Cheboygan, both Michigan. **Buyer** is headed by Dale G. Rands, Peter A. Kizer, Lawrence S. Jackier, Edward O. Ruffley, James A. Colman, James Kizer and Gregory A. Whitland. Federal Broadcasting has interests in WLUC-TV Marquette, WPBN-TV Traverse City and WTOM-TV Cheboygan, all Michigan; WDAM-TV Laurel-Hattiesburg, Miss., and KTVO(TV) Kirksville, Mo. WCFT is CBS affiliate on ch. 33 with 1,225 kw visual and 203 kw aural with antenna 540 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$300,000** □ **1**

FM's □ **$3,741,712** □ **6**

AM-FM's □ **$2,673,000** □ **5**

TV's □ **$62,500,000** □ **2**

Total □ **$69,214,712** □ **14**

Year to Date:

AM's □ **$3,250,000** □ **12**

FM's □ **$30,318,362** □ **24**

AM-FM's □ **$10,273,000** □ **13**

TV's □ **$63,785,000** □ **6**

Total □ **$107,626,362** □ **55**

For 1989 total see Feb. 5, 1990 BROADCASTING.

■ **KZBB-FM Ft. Smith, Ark.** □ Sold by Arrow Communications to Tate Broadcasting for $1.5 million. Price includes $1.3 million cash at closing and $200,000 in seller note. **Seller** is headed by Paul Rothfuss, also owns WRLX(AM)-WFFX(FM) Tuscaloosa, Ala., KMJC-FM Clinton, Iowa; WHDL(AM)-WPIG(FM) Olean and WFRG-AM-FM Rome, both New York, and WZOQ(FM) Wapakoneta, Ohio. **Buyer**, headed by Harvey Tate and George Hochman, is licensee of KMCK-FM Siloam Springs, Ark. KZBB has contemporary oldies and CHR format on 97.9 mhz with 100 kw and antenna 1,810 feet above average terrain. *Broker: Dick Chapin.*

■ **KMHT-AM-FM Marshall, Tex.** □ Sold by Bayou Broadcasting Inc. to Marshall Media Inc. for $1.016 million. Price is assumption of seller's liabilities. **Seller** is headed by A.T. Burke and S. Randy Rose and has no other broadcast interests. **Buyer** is owned by Clint Formby (50%) and George A. Franz (50%). Formby is president and 60% owner of KLVT Radio Inc., licensee of KLVT(AM) and KLVT(FM) Levelland, Tex.; president and owner of KTEM Radio Inc., licensee of KTEM(AM)-KPLE(FM) Temple, Tex.; 70% general partner in KPAN Broadcasters, licensee of KPAN-AM-FM Hereford, Tex., and 40% owner of Hereford Cablevision Co., operator of cable system serving Hereford, Tex. Formby and Franz are 50% owners of Walker County Communications Inc., licensee of KSAM(AM)-KHUN(FM) Huntsville, Tex. KMHT(AM) is fulltimer with oldies format on 1450 khz with 1 kw. KMHT-FM has heart and soul format on 103.9 mhz; with 3 kw and antenna 300 feet above average terrain.

■ **KELD(AM)-KAYZ(FM) El Dorado, Ark.** □Sold by Noalmark Broadcasting Corp. to Noalmark Broadcasting Corp. for $1,007,000, which includes $260,000

Closed:

December 17, 1990

KKWM-FM

Dallas, TX

from AnchorMedia Group

to WSB Inc.

QUESTCOM

Radio Station Brokerage & Financing Services

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Gaithersburg, MD / (301) 963-3000

Marc Hand
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FOR THE RECORD

As compiled by BROADCASTING from Jan. 17 through Jan. 23 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **WCFT-TV Tuscaloosa, AL** (BALCT901224KG; ch. 33; 1,225 kw-V; 203 kw-A; ant. 540 ft.)—Seeks assignment of license from Beacon Broadcasters Ltd., debtor in possession, to Federal Broadcasting Co. for $7.5 million. Seller is headed by Robert L. Gilbertson and Duncan Fraser and is also licensee of WDAM-TV Laurel-Hattiesburg, MS, and KYEL-TV Yuma, AZ. Gilbertson and Duncan also have interests in Beacon Communications Corp., ultimate shareholder of WPBN-TV-WTOM-TV Inc., licensee of WPBN-TV Traverse City and WTOM-TV Cheboygan, both Michigan. Buyer is headed by Dale G. Rands, Peter A. Kizer, Lawrence S. Jackier, Edward O. Ruffley, James A. Colman, James Kizer and Gregory A. Whitland. Federal Broadcasting is licensee of WLUC-TV Marquette, WPBN-TV Traverse City and WTOM-TV Cheboygan, all Michigan; WDAM-TV Laurel-Hattiesburg, MS, and KTVO(TV) Kirksville, MO. Filed Dec. 24, 1990.

■ **KGMS(FM) Green Valley, AZ** (BAPH901220GW; 97.10 mhz; 1.64 kw; ant. 118 ft.)—Seeks assignment of CP from Abundant Life Ministries to Good Music Inc. for $637,756. Seller's general partner is Grace Broadcasting System Inc., headed by Douglass E. Martin, Robert Gentala and Joe Engineri. Buyer is headed by Martin, George Mehl and Thomas L. Regina, who each own 33.3% of Good News Broadcasting Inc., licensee of KVOI(AM) Tucson, AZ. Filed Dec. 20, 1990.

■ **KELD(AM)-KAYZ(FM) El Dorado, AR** (AM: BTC901224EA; 1400 khz; 1 kw-U; FM: BTCH901224ED; 103.1 mhz; 3 kw; ant. 450 ft.)—Seeks transfer of control within Noalmark Broadcasting Corp. for $1.007 million; price includes $260,000 cash for stock. Sixty six percent of total outstanding stock is to be transferred to Noalmark Broadcasting and reissued to William C. Nolan Jr. and Edwin B. Alderson Jr., who will then own 65% and 35% of stock, respectively; includes KKIX(FM) Fayetteville, AR; KYKK(AM)-KZOR(FM) Hobbs, NM, and KKTX-AM-FM Kilgore, TX (see below). Transferors are William C. Nolan, Theodosia M. Nolan, Charles M. Nolan, Robert C. Nolan, Theodosia N. Roddy and Russell Marks. Transferees are William C. Nolan Jr. and Edwin B. Alderson Jr. Filed Dec. 24, 1990.

■ **KKIX(FM) Fayetteville, AR** (BTCH901224EF; 103.9 mhz; 3 kw; ant. 510 ft.)—Seeks transfer of control within Noalmark Broadcasting Corp. for $1.007 million (see KELD[AM]-KAYZ[FM] El Dorado, AR, above). Filed Dec. 24, 1990.

■ **KTIP(AM)-KIOO(FM) Porterville, CA** (AM: BAL901228EE; 1450 khz; 1 kw-U; FM: BALH901228GL; 99.7 mhz; 24 kw; ant. 690 ft.)—Seeks assignment of license from Porterville Broadcasting to Double M Broadcasting Inc. for $91,453. Seller is headed by Euphonic Broadcasting Inc., Peninsula Radio Investor, Kagan Venture Fund, Kagan Capital Management, Norman Glaser and Paul F. Kagan. Kagan Venture Fund owns 99% interest in Premier Cable Ltd. II, which operates cable TV systems in California, Montana and Idaho. Buyer is headed by Monte Moore (54%), Frank Haas (44%) and Larry Cotta (2%), and has no other broadcast interests. Filed Dec. 28, 1990.

■ **KAIM-AM-FM Honolulu** (BTC901205EA; 870 khz; 50 kw-U)—Seeks transfer of control from Christian Broadcasting Association to Billy Graham Evangelistic Association through change in manner of nominating and removing directors. Transferees are William F. Graham and his son W. Franklin Graham III, Clifford B. Barrows, Allan C. Emery Jr., John R. Corts, George F. Bennett and George M. Wilson. Several

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CPs [1]	TOTAL *
Commercial AM	4,984	242	5,226
Commercial FM	4,372	929	5,301
Educational FM	1,438	298	1,736
Total Radio	10,794	1,469	12,263
Commercial VHF TV	552	18	570
Commercial UHF TV	563	184	747
Educational VHF TV	125	3	128
Educational UHF TV	229	16	245
■ Total TV	1,469	221	1,690
VHF LPTV	185	165	350
UHF LPTV	594	1,056	1,650
■ Total LPTV	779	1,221	2,000
FM translators	1,863	318	2,181
VHF translators	2,714	97	2,811
UHF translators	2,248	382	2,630

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.